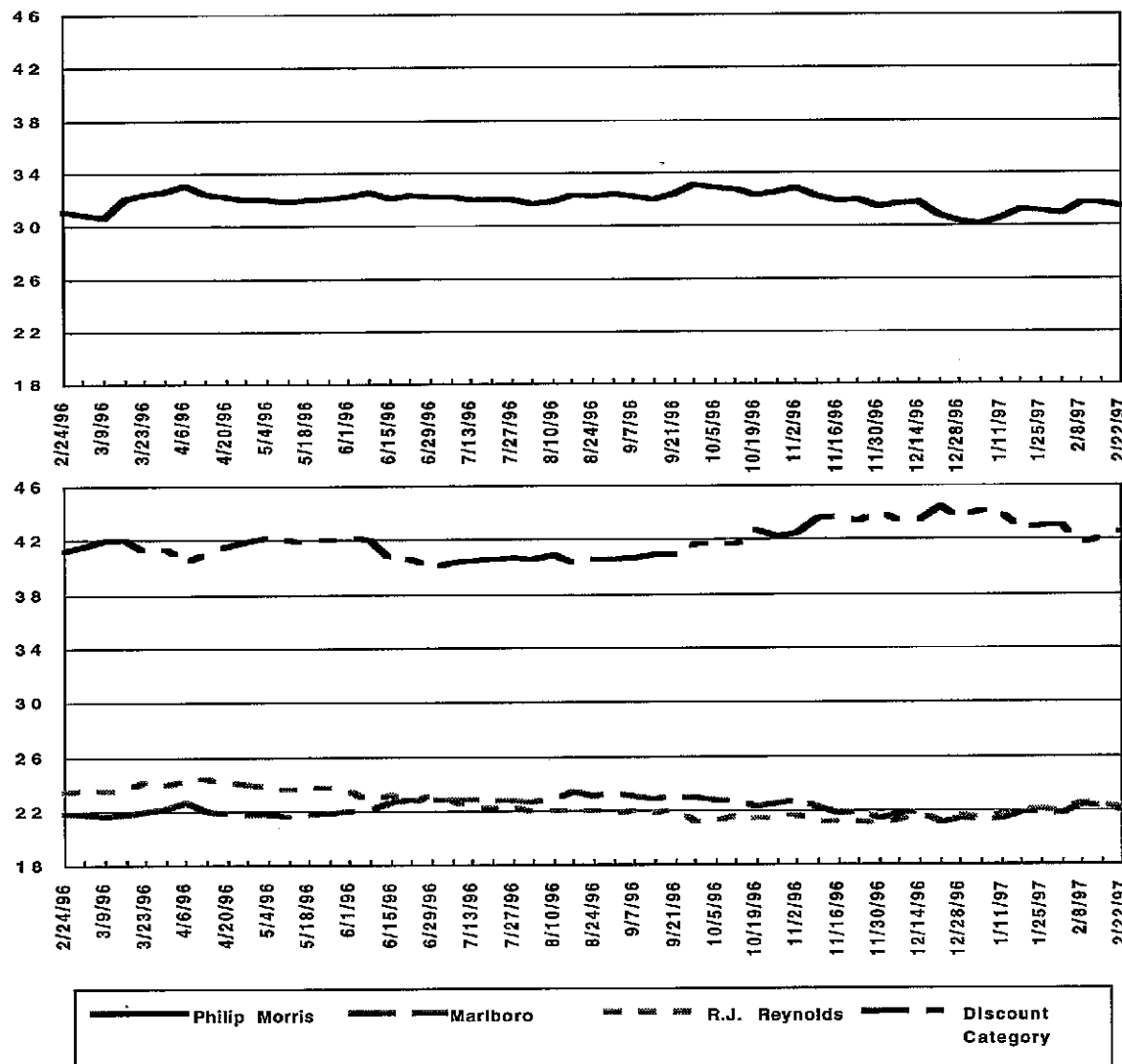


EMRO SOUTHEAST THROUGH W/E 2/22/97



	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	31.78	31.47	32.13	32.00	-0.14
Marlboro	22.04	22.02	22.42	22.42	0.00
OPB	5.96	6.08	5.92	6.12	0.20
Basic	3.02	2.62	2.96	2.69	-0.27
R. J. Reynolds	21.74	22.28	22.48	22.49	0.01
Camel	3.32	3.43	3.30	3.59	0.29
Winston	5.77	5.88	6.27	6.02	-0.25
Doral	4.91	5.01	5.54	4.78	-0.76
B&W	10.41	10.07	10.59	10.25	-0.35
GPC	1.42	1.40	1.50	1.42	-0.08
Lorillard	7.68	7.83	7.54	8.41	0.87
Newport	5.72	5.93	5.54	6.20	0.66
Liggett Group	28.24	28.13	27.22	26.66	-0.56
Premium	57.03	57.39	58.33	58.37	0.05
Private Label	27.98	27.76	27.01	26.52	-0.49
Avg Ind CPW	374.03	364.28	378.35	368.18	-10.17
Avg PM CPW	118.95	114.81	121.58	118.09	-3.49
Avg Marl CPW	82.43	80.22	84.84	82.56	-2.28
# of Stores	319	319	319	318	-1

Source: STARS Store Level Database

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